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Spotlight ON FOREIGN MARKETING



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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MAJOR TRADE EXHIBITION PLANNED FOR JAPAN

Secretary of Agriculture Orville L. Freeman has announced that the U.S. Department of Agriculture will sponsor in the spring of 1968 a major promotional exhibition in the largest overseas market for U.S. farm products--Japan.

The exhibition will be presented April 5-21 at Harumi Wharf in the heart of Tokyo, the site of Japan's International Trade Fair and other major expositions. It will be a "solo" U.S. event with no other countries participating.

In keeping with the spirit of Japan's 1968 Meiji Centennial, which marks the opening of Japan to trade with the West, the exhibition will take on some of the characteristics of a festival marking Japan's large and growing trade with the United States.

In addition to special features for the Japanese public and food trades, people-to-people visits will be encouraged. It is expected that a large number of American food, agriculture and government representatives will go to Japan to meet with Japanese people in similar professions.

In announcing the plans, Secretary Freeman said: "The immediate objective of this exhibition is to strengthen further Japan's obvious goodwill toward U.S. food and agriculture products. We



Mago Zurli, a famous Italian entertainer, presenting one of the grand prizes, a U.S. turkey, to the winner of the Kiddie Show at the May 6-21 Bologna Gastronomical Fair. The helping hand at the right is unidentified. The Institute of American Poultry Industries was one of the exhibitors and reports making many valuable trade contacts at the Fair.

will do this with exhibits and interesting features aimed at getting the attention of the Japanese public, together with special activities which bring together Japanese and American trade, agricultural, and government leaders.

"From a longer-range viewpoint, we hope to increase Japan's demand for U.S. food and agricultural products,

which it already is buying at the rate of nearly a billion dollars a year. And we want to emphasize our dependability as a supplier of these products.

"In carrying out these objectives, we will seek the active cooperation of U.S. agricultural trade organizations, commercial firms, farm organizations, State Governments, and other groups that have a stake in the important Japanese market."

The exhibition will include more than 100,000 square feet of indoor space for food and agricultural product exhibits arranged by commodity organizations, American and Japanese commercial firms, and State government bodies.

Associated with the exhibition will be in-store promotions of American foods in retail stores in Tokyo and other Japanese cities.

AMERICAN PLYWOOD ASSOCIATION TO BE FAS COOPERATOR

Assistant Secretary Dorothy H. Jacobson has approved the American Plywood Association as a cooperator in the market development program. A project agreement is now being prepared.

The Association was organized in 1936 and has a staff of about 350 employees. Promotion, research and quality control are its main activities. It represents 80 to 90 percent of the softwood plywood industry and is supported by 88 firms with 130 plants having a product value of about \$875 million.

Softwood plywood (as contrasted with hardwood plywood which is used for decorative purposes) is a North American product used primarily in

construction forms, sub-flooring, sub-roofing, and containers. Canada is a large producer and strong competitor in exports. U.S. exports of softwood plywood are increasing and a good potential is believed to exist.

The Association initiated an export program in 1964 and has established offices in Europe and Japan. Last year the Association won a Presidential "E" Award for its export expansion activities.

This is the first time a forest product has been included in the USDA market development program. Plywood, by decision of the Office of General Counsel, is an agricultural product meeting the qualifications of Public Law 480, Section 104(b).

FOOD SHOW IN MANILA

An American Food Products Exhibition will be held in Manila, November 13-17, directly following a similar show (See June issue of Spotlight) at the U.S. Trade Center in Bangkok.

The trade exhibition in Manila, the first of its kind to be held in the Philippines, will take place in a 4,000 square foot area at the Makati Commercial Center. The Grocery Manufacturers of America and the National Association for the Specialty Food Trade will be cooperating with FAS in the exhibit.

The immediate goals are to familiarize the participating U.S. trade with Philippine trade opportunities, to get a broad exposure of U.S. food and agricultural products before Philippine importers and their wholesale customers, and to establish agency relationships for U.S. firms that are exhibiting their products in the market for the first time.

SOAP MARKETING SEMINARS

Jack Northrup, Vice President of Hunt-Wesson Foods and former Vice President of Purex Corporation recently conducted a series of seminars in the Far East on the marketing and distribution of soap. The seminars were sponsored by the National Renderers Association at the request of the Japan Fats and Oils Industrial Association and Japanese Soap Manufacturers to provide information for revamping the marketing and distribution of soap in Japan.

The original program scheduled four sessions in Osaka, four in Tokyo, and two in Taiwan. Because of the enthusiastic response of the audiences, however, additional seminars were scheduled and the entire lecture was videotaped so that other interested audiences might benefit from the sessions after Northrup's return to the U.S.

Northrup spoke to groups made up of soap manufacturers, margarine and shortening manufacturers, wholesalers, and distributors.

RECORD PROJECT SIGN-UP

The continued growth of the market development program is reflected in the amounts authorized for obligation in the fiscal year ending June 30, 1967. The total is over \$16 million, a new record.

Re-evaluation of the program during the two previous years had led to cut-backs in planned program growth. That progress is about completed and planned growth in obligations has been resumed. The comparable figure in fiscal year 1965 was \$14.7 million and in fiscal year 1966 \$13.6 million.



Miss Jose Labbe, secretary at the Rice Council office in Brussels, is about as bilingual as a girl could be. Born in Djakarta and a citizen of The Netherlands, she speaks, writes and takes shorthand notes in English, Dutch, French and German.

IIC STAFF APPOINTMENTS

The International Institute for Cotton has announced the appointment of Frank H. Burkitt as director of technical research and George M. Bornet as associate director of technical research.

Burkitt, formerly director of research for Tootal in Manchester, England, one of the pioneer companies in chemical finishing for cotton textiles, has contributed to the development of a number of cotton finishing processes, and is the author of many scientific publications on the subject.

Bornet, a textile engineer, was in charge of field service and liaison with

textile mills for Canada's Ontario Research Foundation and has directed cooperative research with textile mills and research laboratories on an international basis. He has done studies in cotton spinning, especially of the evenness of cotton yarns.

RECORD CATTLE SHIPMENT

The largest single export sale of U.S. beef breeding cattle in history was recently concluded with Portugal. The sale of 1,100 Hereford heifers and 43 Hereford bulls, represented an investment of about \$500,000.

The sale developed from a 1966 visit of the U.S. cattle industry by a Portuguese team. Larry Thomasson, the Agricultural Attache in Lisbon, accompanied the team. On returning to Portugal the team took the lead in forming an organization, known as Corporacas da Lavoura, to pool the private capital for purchase of American cattle.

This was followed by the visit of a Portuguese buying mission: Francisco A. Teixeira Boaventura, representing the government and the buying group; Joao Falcao, the farmers' representative; and Guilherme Pereira, General Director of the Portuguese Veterinary Service.

In addition to this record shipment of 1,142 cattle from Texas, Oklahoma and Kansas, an export to Portugal of three registered Hereford bulls and 171 commercial females was made from Virginia.

A 30-minute "TV Special" of the arrival of the select cattle was shown throughout Portugal and some of the cattle were exhibited and sold at the National Agricultural Fair at Santarem.

DEVELOPING THE ANNUAL MARKETING PLAN

A significant measure of the interest of commercial concerns in the annual marketing plan is the number of seminars and workshops the American Management Association is devoting to this subject. Three seminars and ten workshops are scheduled for business executives for the period June through October 1967. The seminars will be held in New York City and Chicago, and workshops are scheduled for additional locations such as Los Angeles, Cleveland and Dallas.

AG EXPORTS HELPING BALANCE OF PAYMENTS

"Agriculture has made an excellent contribution to the total trade balance in recent years," reported C. R. Eskildsen, Deputy Assistant Secretary for International Affairs, in a speech at the May 17 National Conference of the Agricultural Stabilization and Conservation Service.

"This balance has risen from less than zero in some years to a peak of \$2.4 billion in 1966. As a matter of fact, agriculture's contribution in 1966 accounted for 67 percent of the total, surpassing the nonagricultural balance.

"The agricultural balance is the difference between exports of U.S. farm products and imports of such complementary products as coffee, tea, bananas, rubber, jute, as well as such supplementary items as sugar, meat, wool, vegetable oils, tobacco, and fruits.

"The net contribution of agriculture to the balance of payments has risen

from less than zero in the first 3 years of this decade to over \$1.25 billion in 1966. This figure was arrived at by subtracting the value of agricultural imports--\$4,492 million--from agriculture's gross contribution of \$5,749 million.

"Exports sold for dollars--\$5,321 million last year--make the biggest contribution. Another component was the sum of the "avoided dollar outlays" growing out of Public Law 480 operations.

"For example, in 1966 we were able to use some of the foreign currencies acquired from the sale of farm products in paying part of our embassy expenses, military outlays, and costs of agricultural market development. In addition, we bartered food and fiber for needed goods and services abroad. All of this added up to \$428 million in 1966, another contribution to the Balance of Payments situations," Eskildsen concluded.

OPERATIONAL CHANGE FOR CALIFORNIA-ARIZONA CITRUS

Ernest Bowman, who handles export advertising for the California-Arizona Citrus League, reports a change in its operational set-up in the European market.

Prior to November of last year, many individual independent agencies were involved in the program--each agency having the responsibility of promoting the fresh fruit within the borders of its own respective country.

In November, that system was changed. All of the fresh fruit advertising is now in the hands of one agency, Foote, Cone & Belding, Ltd.

With a coordinating staff in Brussels, FCB Ltd. has offices in each of



Berk Beukenkamp (right) presenting the President's "E" Award to Francis H. Corrigan, President of Corrigan & Sons, Inc., San Antonio, Texas. The man at the left is Wm. Bruce Curry, Director of the Commerce Field Office in Jacksonville, Florida. The firm exports feeds and feed concentrates, poultry, baby chicks, hatching eggs, swine and dairy cattle.

the European markets. Each office develops media and creative strategy in its own market in cooperation with the local importer. They then submit their plans to FCB in Los Angeles whose staff in turn works with Mr. Bowman.

TRAINING COURSES FOR WORKING ABROAD

Condensed from the March 6, 1967 International Commerce

Many U.S. firms have operated on the assumption that once the language barrier was hurdled, doing business abroad was little different than in the U.S. Now they have found that words and actions don't mean the same thing overseas that they do at home, and that foreign operations often require entirely different rules for business and social conduct.

The answer is timely training--but how much training and how much time? At least five separate approaches are being made today, by the American Institute for Foreign Trade (AIFT), the (AMA), the International Study and Research Institute (ISRI), New York specialist Alison Raymond and the Business Council for International Understanding (BCIU).

In 1958, more than 50 leading U.S. companies joined in creating the Business Council for International Understanding, which would, among other things, provide a new kind of training for executives involved in international operations. (R. L. Beukenkamp, FAS, occasionally lectures to these groups.)...

International public relations specialist Alison Raymond of New York

feels that the wife is so crucial in international business that she has set up a special service to prepare wives and their families for living abroad...

Also headquartered in New York, the International Study and Research Institute was founded in 1962 to help acquaint businessmen with the conditions they would find abroad...

The American Management Association's program of management education offers seminars mainly in New York but also in Chicago, Dallas, San Francisco, Los Angeles and Atlanta, Houston, Baltimore, Cleveland, Detroit, St. Louis and Pittsburgh...

The AMA is also affiliated with the American Institute for Foreign Trade in Phoenix, which concentrates on executive overseas training in language.



HERE and THERE

Ninety-eight marketing plans covering planned foreign market development operations of 15 cooperators for FY 1968 have been reviewed by FAS. The plans showed marked improvement in program content, measurable goals and precise budgeting, reflecting a growing professional competence among cooperator and FAS personnel through workshops abroad and in the U.S.

The California Walnut Control Board recently completed a survey and analysis of the potential export market for walnuts and means by which this can be developed. The survey revealed an immediate potential in the United Kingdom, Netherlands, and Scandinavian countries.

Sandwich Shindig, a record party with do-it-yourself sandwiches, is the latest promotional gimmick of Wheat Associates in the Philippines. The Shindigs have received considerable press coverage and are helping to popularize sandwiches among the younger set. Elizabeth Roca, WA nutritionist, is assisting WA Director Fred Schneider in the Shindig promotions.

A Spanish Fats and Oils Team was in the U.S. last month under a Soybean Council of American market development project. The team members were Jose Luis Ybarra, President, E.X.I.S.A.; Lorenzo Ochoa, President, National Crushers Association; Vicente Salgado, President, National Edible Oil Packers Group; and Luis Velasco Rami, Chief, Department of Import Agricultural Products. Gonzalo Rivera, the Soybean Council representative in Madrid, accompanied the team.

The Megara livestock and poultry feeding exhibit, after postponements due to unsettled political conditions in Greece and the Mid-East crisis, was held June 24-July 3. Over 20,000 attended the opening day ceremonies. One of the highlights was a complete U.S. feed mill demonstrating the grinding and mixing of livestock and poultry feeds. The U.S. Feed Grains Council, Soybean Council of America, and 16 commercial firms participated in the U.S. exhibit.

Winn Tuttle, Wheat Associates, and Robert Peterson, U.S. Feed Grains council joined with Cargill representatives in a recent meeting with Taiwan Government officials and industry representatives to urge development of improved handling and storage facilities at Kaohsiung Harbor. Recently there has been as much as three weeks delay in discharging grain and soybeans at this major port in Taiwan.

The Filipino film industry is being utilized in the current campaign of Wheat Associates and the Philippine Flour Millers Association to increase the consumption of bread in the Philippines. Two full-length feature films are carrying "casual" bread ads, woven into the plot in such a way that they appear to be part of the story.

Animal nutrition brochures in Greek and Arabic were produced by USDA in cooperation with Cornell University for use at the recent market development seminars in Greece and Lebanon.

The Caracas Great Plains Wheat office had an exciting morning June 15, when an unexpected visitor broke-in and robbed the till of about \$170.

A Thai livestock purchase mission, composed of Dr. Chakr Pichaironarongsongkram, Director General of Department of Livestock Development and Dr. Boontome Vaidyanuvatti, Chief of Division of Animal Husbandry, Department of Livestock Development, were in the U.S. June 9-22. They traveled to Texas and Louisiana and purchased some top grade Brahman, Charolais and Santa Gertrudis breeding stock. Last year they visited the U.S. on a similar mission and purchased 100 head of Brahman and Santa Gertrudis. Arrangements for the visit were worked out by the Agricultural Attache and Livestock and Meat Products Division.

Latin American livestock purchases have been increasingly, largely as a result of market development projects by FAS and the U.S. livestock breed associations. Peru recently bought 1,000 head of purebred and crossbred Santa Gertrudis, and Venezuela has purchased 2,800 crossbreds with Brahman blood. The Venezuelan purchase is part of a long term livestock expansion program in the State of Bolivar.

Bill Cremins, a C&MS employee in charge of Marketing Agreements in the Rio Grande Valley of Texas, has joined the FAS Fruit and Vegetable Division and is working with Clint Cook and Bill Higgins in the market development program.

A film showing the importance of agricultural exports is being produced by John Deere & Co. Wheat Associates has been working with the film producer. Filming of market development activities is planned.

Ninety-one nongovernment people, according to Wheat Associates, spend more than one-half their time in the development of foreign markets for U.S. wheat as part of the WA market development program. Six of these persons are U.S. based; 34 in India; 32 in Taiwan; 9 in the Philippines; and 10 in Japan.

Jim Howard, Director, Trade Projects Division, was in Portugal last month representing USDA/Washington at the National Agricultural Fair at Santarem. A feature of the U.S. exhibit was some top-grade Herefords, the first of a record shipment to Portugal. The U.S. Ambassador was present and gave a reception to the honored guests on "America Day" at the fair.

The California Raisin Advisory Board has voted continued emphasis on overseas promotions through the next three years. While 15 countries are seen as likely markets for U.S. raisins, the current program will focus on Japan, Denmark, Finland, Ireland, the Netherlands, Norway, Sweden, the United Kingdom and West Germany.

A pilot campaign for Golden Toast-raisin bread is underway in Germany as a project of the California Raisin Advisory Board and the Golden Toast Association. The latter association of mills and bakeries developed by Great Plains Wheat as a means of promoting U.S. bread wheats in the German market.

ATTACHE ASSIGNMENTS

The Mid East crisis resulted in evacuations of the Agricultural Attaches in Cairo and Beirut. *Val Hougen*, Agricultural Attache in Tel Aviv, remained at his post. *Dan Sheppard* is back on duty as Agricultural Attache in Beirut, and *John DeCourcy*, Assistant Agricultural Attache in Cairo, is on TDY as acting agricultural attache in Belgrade. *Jim Hutchins*, the Agricultural Attache

in Cairo, is in Washington awaiting re-assignment.

Carl Winberg, a veteran attache of many Far East posts, is on TDY as Acting Agricultural Attache in Rawalpindi, Pakistan.

Paul Danyluk, ERS, is being assigned as an Assistant Agricultural Attache in Rome.

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O V E R S E A S O F F I C E S
O F
U . S . M A R K E T D E V E L O P M E N T C O O P E R A T O R S

Foreign Agricultural Service
United States Department of Agriculture

COOPERATORS OVERSEAS OFFICES LISTED BY COMMODITY

(44 Offices in 22 Countries)

DAIRY & POULTRY

Dairy Society International:

Chile Lebanon

Institute of American Poultry Industries:

Germany Japan
Italy Netherlands

FRUITS & VEGETABLES

California Raisin Advisory Board:

Switzerland

Northwest Horticultural Council:

United Kingdom

FATS & OILS

American Soybean Association:

Japan

Soybean Council of America, Inc.:

Colombia Italy
Egypt Morocco
Germany Pakistan
India Spain
Iran Turkey

GRAIN & FEED

Great Plains Wheat, Inc.:

Brazil
Netherlands
Venezuela

U. S. Feed Grains Council:

Germany Netherlands
Greece Spain
Italy United Kingdom
Japan

Wheat Associates, U.S.A., Inc.:

India Philippines
Japan Taiwan

FRUITS & VEGETABLES

National Cannery Association:

Belgium

Florida Citrus Commission:

Belgium

Dried Fruit Association of California:

Netherlands

California-Arizona Citrus Industry:

Belgium

California Cling Peach Advisory Board:

Belgium

LIVESTOCK & MEAT PRODUCTS

National Renderers Association:

Italy Japan

The above does not include the offices of the new International Institute for Cotton, a world organization for research and promotion of cotton of which the United States is a member.

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Rice Council for Market Development
223 Avenue Louise
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Percy Rideout, European Representative
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